

got milk?

milk moment

Contact: Cynthia Oswald
Office: 585-243-2222
E-mail: coswald@frontiernet.net
Website: www.livingstoncountchamber.com

Contact: Laura Ude
Office: 312-988-2349
Cell: 847-778-5781
E-mail:
lude@webershandwick.com

FOR IMMEDIATE RELEASE

**MILK MUSTACHE MOBILE TOUR STOPS AT THE LIVINGSTON COUNTY
CHAMBER OF COMMERCE TO CELEBRATE FAMILY DINNER
AND ANNOUNCE THE "MILK THE MOMENT" CONTEST**
*One Lucky Family to Receive Ultimate Family Dinner Experience with Celebrity Chef
Tyler Florence*

[Rochester, NY] (April 5, 2010) – The National "got milk?®" Milk Mustache Mobile Tour is crossing the country from March to September to help celebrate those special moments that families share around the dinner table and show moms that serving milk at dinnertime is an easy, and affordable, way to help make sure their families get the nutrition they need.

Traveling to 75 cities nationwide, the **"Milk the Moment" Tour** features a variety of fun and educational activities for the entire family. The tour also offers moms a chance to share how they "milk the moment" at dinnertime for a chance to win an unforgettable family dinner experience with Milk Mustache celebrity and chef Tyler Florence.

"Taking the time to bring the family together and setting the dinner table with lowfat milk can help moms build a strong family," said Vivien Godfrey, CEO of the Milk Processor Education Program. "With the 'Milk the Moment' Tour, we're traveling coast-to-coast to bring tips and ideas for making the most of that important time together and reinforcing why milk – with its unique combination of key vitamins and minerals – is the perfect accompaniment to any meal."

Benefits of Family Dinner Time

Studies show that when kids eat dinner with their families, they're more likely to have nutritious diets, healthier weights and do better in school. Research also shows that they have higher fruit, vegetable and calcium intakes than their peers.

However, many Americans are still not regularly sitting down for dinner together – and when they are, the nutrient value of the meal may be lacking, especially when it comes to what's in their glass. In recent years, soft drinks and sugary fruit drinks have been edging out milk at mealtime, but these drinks do not provide the nutrients families need.

Milk is not only the leading food source of calcium and vitamin D, important for strong bones, it's also a good source of high-quality protein for lean muscle and B vitamins for energy. Studies also show that moms who drink milk are more likely to have daughters that drink milk; so every glass on the table should be filled with milk. At about 25¢ a glass, milk is a simple and affordable way to deliver the nutrition your family needs – so you can savor the moments that really matter.

“Milk the Moment” To Win

The Milk Mustache Mobile “Milk the Moment” Tour has taken to America's streets to encourage families to set the dinner table with naturally nutrient-rich milk. This year, the tour will help celebrate family dinners and invite moms to share how they make the most of time together around the table. Do your kids pour each family member a glass of milk? Or does your family do a milk toast to start off every meal? Event attendees can enter the national “Milk the Moment” contest by sharing how they “milk the moment” with their family for a chance to win a trip to San Francisco to have a family dinner with the latest Milk Mustache celebrity and chef Tyler Florence. To enter, Rochester Region (Livingston County) residents can visit the tour at various events from August 3 to August 5 including:

- **Livingston County Chamber of Commerce, Tuesday, August 3 from 4-6PM**
- Strong National Museum of Play, Wednesday, August 4 from 11AM-4:30PM
- Buffalo Bills Training Camp, Thursday, August 5 (Time TBD)

From March 15 to April 12, you also have a chance to instantly win fabulous prizes that inspire family togetherness. There will be more than 50 instant winners daily who will receive prizes such as board games, electronics, outdoor activities and more, to extend family time beyond the dinner table.

If you can't make it to the event, visit whymilk.com to enter and for official rules.

Family Fun Activities

Also, as a partner of this year's tour, the NFL and the National Dairy Council's (NDC) Fuel Up to Play 60 program will offer Rochester Region kids the opportunity at each event to participate in a fun, dinner-themed football toss activity that teaches kids the importance of getting enough exercise and eating right. The youth-led program empowers children and teens to take charge of their health and work with school

leaders to create more opportunities for 60 minutes of daily physical activity and to make more healthy foods available. Also, residents who stop by the mobile tour have a chance to win great prizes and experience free, interactive activities including: an interactive display that puts milk head-to-head with other dinnertime beverage choices, milk samples from your local dairies Byrne Dairy, Meadow Brook Dairy and Upstate Farms and Milk Mustache photos.

Helping Those In Need Build Strong Families

Local Rochester Region (Livingston County) residents can also help families in need by passing a virtual gallon of milk to friends on Facebook. Event attendees can pass a gallon on-site at special computer stations, but all Rochester residents can help by visiting [Facebook.com/MilkMustache](https://www.facebook.com/MilkMustache). For every virtual gallon passed, \$1 will go to Feeding America, up to \$100,000. Feeding America is the country's largest network of food banks that serves more than 37 million people facing hunger in this country.

For more information on the importance of serving milk at the dinner table and the National Milk Mustache "got milk?@" Campaign visit [whymilk.com](http://www.whymilk.com), fan us on Facebook at [Facebook.com/MilkMustache](https://www.facebook.com/MilkMustache) or follow us on Twitter @MilkMustache.

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About the National Milk Mustache "got milk? @" Campaign

The Milk Processor Education Program (MilkPEP), Washington, D.C., is funded by the nation's milk processors, who are committed to increasing fluid milk consumption. The National Fluid Milk Processor Promotion Board, through MilkPEP, runs the National Milk Mustache "got milk?@" Campaign, a multi-faceted campaign designed to educate consumers about the health benefits of milk. For more information, go to www.whymilk.com. Deutsch, A Lowe and Partners Company, is the creative agency for the National Milk Mustache "got milk?@" Campaign.

About Feeding America

Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, our network members supply food to more than 37 million Americans each year, including 14 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 63,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country, visit <http://www.feedingamerica.org>. Find us on Facebook at [facebook.com/FeedingAmerica](https://www.facebook.com/FeedingAmerica) or follow our news on Twitter at twitter.com/FeedingAmerica.

About National Dairy Council

National Dairy Council® (NDC) is the nutrition research, education and communications arm of Dairy Management Inc™. On behalf of U.S. dairy farmers, NDC provides science-based nutrition information to, and in collaboration with, a variety of stakeholders committed to fostering a healthier society, including health professionals, educators, school nutrition directors, academia, industry, consumers and media. Established in 1915, NDC is dedicated to educating the public on the health benefits of consuming milk and milk products throughout a person's lifespan. For more information, visit www.nationaldairycouncil.org.

About Fuel Up to Play 60

Fuel Up to Play 60 is a youth-led social marketing initiative designed to help prevent childhood obesity and help youth develop life-long healthy eating and daily physical activity habits. As part of the program, student teams work with adult leaders in each school to make kid-appealing, good-tasting, nutrient-rich foods more available. They also create opportunities for daily physical activity, such as walking clubs and after-school sports and dance clubs. Fuel Up to Play 60 encourages kids to get involved and make changes that will help make their schools healthier places. The program reaches youth directly and engages their help in leading and inspiring their friends. The United States Department of Agriculture, NFL and National Dairy Council are partners in the program, and it is further supported by several health and nutrition organizations: Action for Healthy Kids, American Academy of Family Physicians, American Academy of Pediatrics, American Dietetic Association, National Hispanic Medical Association, National Medical Association and School Nutrition Association. Visit FuelUpToPlay60.com to learn more.

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